

## Message Text

UNCLASSIFIED

PAGE 01 QUITO 05918 242049Z  
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 DOE-15 SOE-02 CIAE-00 INR-10  
NSAE-00 /050 W

-----099638 250707Z /11

R 241750Z AUG 78  
FM AMEMBASSY QUITO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 9200  
AMEMBASSY BOGOTA  
AMEMBASSY CARACAS  
AMCONSUL GUAYAQUIL

UNCLAS QUITO 5918

E.O. 11652: N/A  
TAGS: BEXP, EC  
SUBJECT: PETROAVANCE-VENEZUELA '79 PROMOTION AND SALES GROUP

REF: USDOC 15010

1. WE HAVE SERIOUS RESERVATIONS CONCERNING THE PROPOSED  
VISIT TO QUITO OF SUBJECT GROUP. BASICALLY WE THINK IT  
IS NOT THE MOST EFFECTIVE WAY EITHER TO PROMOTE  
PETROAVANCE OR MAKE LOCAL BUSINESS CONTACTS FOR U.S.  
PARTICIPANTS IN THE VENEZUELA EVENT.

2. SINCE THE GROUP WOULD ARRIVE IN QUITO ONLY THREE  
WORKING DAYS BEFORE THE OPENING OF PETROAVANCE, THERE  
IS LITTLE LIKELIHOOD THAT THE VISIT COULD INFLUENCE  
ATTENDANCE AT THE EXHIBITION.

3. FURTHERMORE WE DO NOT BELIEVE THAT A FORMAL GROUP  
VISIT IN A TECHNICAL SEMINAR/MISSION FORMAT IS AN  
APPROPRIATE VEHICLE FOR PETROAVANCE PARTICIPANTS TO  
MAKE PRODUCTIVE BUSINESS CONTACTS HERE. THE KEY  
PROSPECT UNIVERSE IN ECUADOR IS EXTREMELY SMALL,  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 05918 242049Z

PROBABLY NUMBERING NO MORE THAN THIRTY INDIVIDUALS  
IN ALL ASPECTS OF PETROLEUM AND NATURAL GAS  
EXPLORATION, PRODUCTION AND DISTRIBUTION. ALONG  
WITH RELATED CONSIDERATIONS, THIS FACTOR IS  
DISCUSSED MORE FULLY IN THE SECTOR OVERVIEW  
THAT FOLLOWS BY SEPTTEL.

4. THE PROSPECTS FOR A SUCCESSFUL GROUP VISIT ARE FURTHER DIMMED BY A LIKELY DECISION-MAKING VACUUM AT CEPE (THE STATE PETROLEUM ENTITY) AND THE MINISTRY OF NATURAL RESOURCES AND HYDROCARBONS, AS THE FORMAL TRANSFER OF POWER FROM A MILITARY TO CIVILIAN GOVERNMENT IS EXPECTED TO TAKE PLACE ABOUT THIS SAME TIME. THE CIVILIAN ADMINISTRATION IS LIKELY TO NAME MOSTLY NEW PEOPLE TO THESE AGENCIES, DOWN TO THE MIDDLE TECHNICAL LEVEL, AND TO ESTABLISH ITS OWN DEVELOPMENTAL PRIORITIES.

5. OUR RECOMMENDATION WOULD BE FOR A SPANISH-SPEAKING USDOC REPRESENTATIVE TO VISIT QUITO IN LATE NOVEMBER WITH FULL TECHNICAL INFORMATION ON EQUIPMENT, TECHNOLOGY AND SERVICES OFFERED BY PETROAVANCE PARTICIPANTS. THE LOCAL SOCIETY OF GEOLOGICAL, MINING AND PETROLEUM ENGINEERS WILL BE HOLDING A CONFERENCE AT THE QUITO CHAMBER OF COMMERCE FROM NOVEMBER 21 THROUGH 26, AND ONE OF THE ORGANIZERS OF THE CONFERENCE HAS ALREADY ASKED US FOR A CATALOG DISPLAY THAT WOULD BE SET UP IN THE CHAMBER LOBBY. THIS SEEMS TO US TO BE AN EXCELLENT WAY FOR THE USDOC OFFICER TO REACH A BROAD SPECTRUM OF GOVERNMENT OFFICIALS AND PRIVATE INDIVIDUALS INVOLVED IN THE PETROLEUM AND NATURAL

UNCLASSIFIED

PAGE 03 QUITO 05918 242049Z

GAS SECTOR, SINCE SOME 200 PEOPLE ARE EXPECTED TO ATTEND THE CONFERENCE.

6. WE WOULD SUPPLEMENT THIS EXPOSURE WITH INTERVIEWS ARRANGED WITH KEY CEPE, MINISTRY AND PRIVATE COMPANY OFFICIALS. MED PLACEMENTS MIGH ALSO BE CONSIDERED. THE USDOC REPRESENTATIVE COULD THEN CONTACT THOSE U.S. FIRMS IN WHICH LOCAL INTEREST HAS BEEN SPECIFICALLY EXPRESSED IN ORDER TO ENCOURAGE THE TRAVEL TO ECUADOR OF THEIR REPRESENTATIVES EITHER BEFORE OR AFTER THE VENEZUELA EXHIBITION. WE IN TURN WOULD BE DELIGHTED TO ARRANGE THE NECESSARY APPOINTMENTS WHENEVER THEY CHOOSE TO VISIT.

GONZALEZ

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 24 aug 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978QUITO05918  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780348-0242  
**Format:** TEL  
**From:** QUITO  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780828/aaaaawxu.tel  
**Line Count:** 109  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** bf06a45c-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION ARA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 1633029  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** PETROAVANCE-VENEZUELA \79 PROMOTION AND SALES GROUP  
**TAGS:** BEXP, EC  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/bf06a45c-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014